



2014 STATE OF THE CITY ADDRESS

MAYOR JIM SCHMITT

WEDNESDAY, MARCH 19, 2014

Thank you, Superintendent Langenfeld for that warm welcome. I want to personally commend you for all of your work to improve education here in Green Bay. Your creative thinking on the challenging issues is an inspiration to me. Our city is counting on your continued leadership.

I would also like to thank Matt Goebel and PMI for letting us use the beautiful Meyer Theatre once again. We'll talk more about this beautiful building later.

Things are happening here in Green Bay and a lot of people are talking about our progress. I'm proud and enthusiastic about this community. Heck... I even invited the pope!

We've always had a rich history and we've always been known as a special city; but, the world is becoming more competitive. As we work to grow our businesses, we need to retain and attract talent to continue to make our city strong. This is challenging when we are surrounded by suburbs and other communities who want to be like us. The City of Green Bay needs to capitalize on our strengths so, collectively, we can all be successful.

When you really look at it, cities like Madison, Minneapolis, Austin, and Portland are doing a lot of things right, and so are we. We'll continue to look at their playbook while also calling some of our own unique plays.

As I was writing this state of the city, my 11th by the way, I couldn't help but realize how much easier it is to talk about the great things in Green Bay.

Nothing can be done alone in this kind of work and that's why I say every year, being Mayor is a family job. I want to take a moment and thank my wife Dona, and daughters, Anna, Greta and Laura for their support for me and for the City of Green Bay.

The progress and achievements I discuss tonight are a tribute to you – the citizens of Green Bay, to our fine City Council, and our hardworking and dedicated City employees. Thank you all for your continued hard work and effort to make this city great. The last two years, we've been

blessed to have a very respectful and hard working city council, led by Alderman Tom DeWane. Tom, can you please stand up and be recognized for all of your hard work.

While some municipalities are staring down cuts in services and tax hikes, the City of Green Bay achieved a 2014 budget focused on paying down general levy debt, providing high quality services, and further reducing the tax rate. To make some of this possible, we implemented a new accounting system in every department, which tracks services and expenses to make sure we're running lean and using tax dollars efficiently. This makes the city run more like a business.

We progressed this January with automated garbage and recycling pickup, a feat which makes for a cleaner, safer city, while saving money and to be fully implemented by July. This service will save the city more than \$900,000 annually.

In addition, our street resurfacing program is ramping and will continue to be a major focus for years to come. Our 5 year street resurfacing and reconstruction plan includes more than 20 miles of new roads.

What makes Green Bay such a great place to live is the quality services we are able to provide. I am committed to reducing our general levy debt obligation while maintaining high quality services.

Along with quality services, the city will provide quality customer service. In our continued effort to achieve this, we'll retrain every employee in the City of Green Bay on the dos and don'ts of customer service. I'm committed to having high quality customer service and a complete understanding of our new citywide complaint tracking system.

The City of Green Bay is a member of a number of organizations designed to make us better, including the Smart Cities Council. As a partner, we will help develop a smart cities readiness guide to improve technology infrastructure from city wide Wi-Fi to wireless water meter readings. We want to be a leader in Northeast Wisconsin technology, and this partnership makes it possible.

As we work to recruit talent, we see research jobs as a major opportunity. We will work with our County Executive to make the Research Technology Park concept a reality. While this concept has been around for nearly 20 years, I believe it's time to act. We need to identify an emerging industry, own it, and build a partnership around it. This Research Technology Park can make Green Bay a leader on topics such as food science with partners like American Foods Groups; waste to energy with partners like Feeco International; or brain injuries with partners like the VA Clinic, the Packers and the Wisconsin Medical College. I know Kathy Kuhn from the Medical College is here tonight. Kathy - thank you for helping bring the Wisconsin Medical College to our community.

While we continue seeing industry growth in business parks, with companies like Hart Manufacturing, we are also working to grow small businesses. My office, along with the four Business Improvement Districts, and our economic development team, will launch the Get Your Business Online City Challenge with Google next week. We know that over the next three years, businesses that make use of the web are expected to grow 40% faster, and are twice as likely to create jobs. With small businesses creating two-thirds of all new jobs, the potential impact of getting these businesses online is enormous. You don't have to run your entire business over the internet to benefit from online business opportunities. The internet can open doors to new segments of marketing and promotion. Along with the BID representatives, I will be stopping into small businesses to encourage a web presence and I'll even have Get Your Business Online gifts! Please join me as we work to get 100 of our small businesses online the week of March 24th through the 28th.

Getting involved in economic development is just one way we can serve the citizens of Green Bay. Another important way we serve our citizens is through the Police Department. Over the past 2 years, the Green Bay Police Department adopted an intelligence lead policing program. This allows them to become more proactive department-wide, by assigning officers on a near permanent basis to specific geographic areas. These assignments encourage officers to become more familiar with the neighborhoods and citizens within their districts. This familiarity grants them the ability to work with neighbors and citizens to identify issues and problems before they escalate or even arise.

This past year, the Police Department enacted a plan in which officers measured their effectiveness in proactive policing. The plan aimed to reduce neighborhood thefts and burglaries. To accomplish this, officers engaged in the identification of the problems and worked with officers on other shifts and other departments, as well as community members to develop a response to the problem. I am happy to report that theft and burglary crimes decreased from 2012 to 2013 by over 8%. In fact, crime rates were down in nearly every trackable category. In 2014, the Police Department is continuing their efforts of proactive policing through problem solving and community engagement.

As part of community engagement, this year we're adding Neighborhood Engagement Teams. This is a partnership between the Green Bay Police Department, Inspection, Crime Prevention, Community Service Interns, and, most importantly, neighbors. The Captains for each district will work with their designated team to find the "hot spots" in each district and develop a plan to cooperatively work to solve the problem. I want to thank our four District Captains, Muraski, Bongle, Runge, and Galvin, who lead this initiative.

Another idea to engage the community comes from Officer Joel Zwicky who will begin patrolling our parks and side streets on a long board. Neighborhood children can relate to this kind of activity, making the officer more approachable. Officer Zwicky, please stand up and be recognized for your hard work.

I encourage you all to aid in our continued effort of community engagement and become involved in your neighborhood: Whether it is becoming part of your neighborhood associations, reporting suspicious behavior, or supporting great non-profits like My Brother's Keeper, the Boys and Girls Club, Scholarships Inc., or others. If we work together, we can make Green Bay an even safer, better place to live.

Another department contributing to the safety of our neighborhoods is our Green Bay Metropolitan Fire Department, which is becoming more efficient through the consolidation efforts with the Village of Allouez.

After one year, the consolidation agreement has proven to be a success. Personnel from Allouez have been integrated into the ranks of the Green Bay Fire Department and are working as one cohesive unit. This effort to consolidate services was both practical, profitable, and resulted in annual savings of \$500,000 through a reallocation of resources. With our pooled resources, we are able to respond quickly, thereby decreasing the time it takes for emergency responders to arrive at the scene. This major benefit could be enjoyed by many other Green Bay suburbs.

In the coming months, the Fire Department will be the first fire agency in Brown County to measure the level of Hydrogen Cyanide, a major toxin found in smoke. The safety of our citizens will be put first by ensuring air quality is safe before allowing people back into their home. In addition, we will be the first department in Brown County to carry medication for exposure to this toxin.

I want to thank Chief Litton, our new Fire Chief, for his continued leadership over this integral part of city services.

Another great example of making services available through suburban partnerships is Green Bay Metro Transit. Metro Transit continues expanding services by working to partner with Greyhound to share building space and by examining a transit hub. This hub can include Greyhound, Metro Transit, taxis, airport shuttles, and parcel delivery. You'd be surprised how many packages are delivered by Greyhound.

Speaking of transit and taxis, I want to applaud the council for expanding the taxi ordinance last night, which calls for more uniformity and better customer service.

Something new and exciting in transit services this year includes a senior citizen tour. Over the past few years I've gone to over 20 nursing homes and presented a mini-state of the city address. Pictures are only so good when telling a story. Starting in the summer of 2014, we allocated funds to offer a tour to show off many of the developments and attractions I'll talk about tonight. Our elderly population paid taxes their entire life and handed to us the foundation of the community which we continue to build on. We feel it is important for them to see, in person, what we are doing with the great city they gave us.

The past generations were wise enough to build this city on and around water and we're fortunate to have the City of Green Bay Water Utility. The Water Utility provides a quality service to surrounding suburbs and we recently expanded our services to Wrightstown, another example of a city-suburb partnership that works for both parties. Steve Johnson is here tonight from Wrightstown. Thank you for partnering with Green Bay Water Utility.

Beyond providing these suburbs with good, clean, award winning water, the Water Utility will be partnering with state and local utilities in a research study to evaluate the effectiveness of a complete system flush to reduce the amount of phosphorus entering one of our greatest natural resources, the waters of Wisconsin. In two days, I'll be receiving an award from NEW Water complimenting the city for our leadership on storm water management and education.

Our backs were once turned towards the water downtown, but that is no longer the case. Downtown has reestablished itself as the heart of our great city. A great revitalization is taking place. Part of that revitalization is preservation of our history. In our efforts to preserve our city, the City of Green Bay took a leading role in the making of the Historic Preservation Tax Credit Bill. This bill changed our state law to incent historic redevelopment. This is BIG! The State of Wisconsin will see over \$400 million in redevelopment, thanks to the efforts and leadership of Green Bay. I want to thank our Governor and State Legislators for their help with this bill.

We see this as such an opportunity; we've decided to host a seminar on how to capitalize on these tax credits. Join me next week Thursday at Titledown Brewery, with Jim Draeger from the Wisconsin Historical Society, to learn more about the expanded Wisconsin Historic Tax Credit program.

This new law brings the state's financial commitment for the preservation of historic buildings up to 20% for buildings built before 1936. This will be a catalyst for historic expansions and renovation projects in the downtown; and, it is obviously an integral piece of legislation for the redevelopment of the Hotel Northland. With all we have going on, the Hotel Northland has become the top priority for our administration and that is why it was pictured on my invitation to the State of the City. In just two days, there will be a press conference at the Hotel Northland to learn more about the development team, architect, and timeline. I want to thank the developers for being here tonight. Steve Frantz and Dennis Doucette, can you please stand to be recognized? It just so happens that Friday marks the 90th birthday of this historic building. Join us for a reception on Friday to hear the great news.

Another project that will benefit from the historic tax credits is the Titledown Brewery Development. I want to thank Brent Weycker for his leadership in bringing the expanded microbrewery and banquet space to our downtown. Phase two of this project will include residential units and office space in partnership with Smet Construction and T-Wall Enterprises.

You might have heard about proposals to the north of Titledown Brewing. When looking at the site, some people just see a wall, others a mart and some people see both. I, however, see a

mixed use development, building on the success of our downtown. Titledtown will be a catalyst in this Warehouse District and we are going to continue building on the strengths of that unique part of our downtown. Look, seven years ago we received a proposal for mixed use development from the owners of this Warehouse District. The owners have not followed through on their proposal, which sought a mixed use development creating over \$100 million of tax base; but let's not abandon that plan for a big box. We can build on the unique buildings and locations to include condominiums, restaurants, grocery store, cultural amenities, and even a Wisconsin Music Hall of Fame, showcasing the best Wisconsin has to offer in music. This effort in particular is being led by Alderman Mark Steuer (AKA Buddy Holly). Our vision calls for a renovation creating \$60 million of value. We know this will take time, but I ask the community to be patient while we find the right owner to preserve and renovate these historic buildings. This effort, more than any other, will create an environment for attracting and retaining talent in the greater Green Bay Community. Thank you to the City Council for amending the comprehensive plan to designate this area as part of our downtown. It is a part of our downtown and it should be treated as such.

When it comes to historic downtown revitalization, the Meyer Theater has always been a leader. This started with their restoration and reopening in 2002, and continues now, with the renovation of the former Daily Planet building right next door. This \$4 million project, called "Backstage at the Meyer", is part of a threefold campaign, which also includes plans to double the theaters endowment and fund maintenance work inside existing theater space. This project is a significant investment in the arts and I'm proud to say the City of Green Bay is a participant in this project thanks to our City Council. There is simply no question this beautiful building and corner will continue to play an influential role in our community. More than 100,000 people a year are expected to attend new events here, including the 2015 Miss Green Bay Pageant.

As we continue to see development spring up all over downtown, I continue to hear the demand, loud and clear, for a grocery store. I not only hear it from you, but I hear it from my wife! And we are closer than you think to delivering on a higher end grocery market. Recent downtown interest has brought viable options to my desk. I tell you tonight that we will announce a downtown market-grocery store this year.

Another project aiding in the continued downtown development is the expansion of the KI Convention Center. The expansion to the existing center will allow the city to remain competitive with the rest of the state by nearly doubling its total size to a total to 75,000 square feet. The KI Convention Center will become one of the top five convention centers in the state. The new addition will include a ballroom and additional meeting space. With this, Green Bay will be able to attract and host larger conventions from across the country. The Groundwater Protection Council from Oklahoma booked their conference in summer of 2015 because the expansion provides the additional space they need, making our \$22 million addition an economic driver for our City. Its impact will be felt in the 240 new jobs and \$4 million in additional spending in our area. It is a great example of how collaboration between the City and businesses

can lead to economic development. Thank you to the City Council, Brown County, the Convention and Visitors Bureau, and State of Wisconsin for your support.

With all of the developing downtown amenities, we're answering the call for more high quality residential living options. In fact, two years ago tonight, I established an aggressive goal of 200 new market rate housing units in our downtown by 2015. I am happy to report, that by the end of 2014, we will have more than 200 new downtown living units, with a year to spare and more units to come. Two high quality developers have stepped up: Terrance Wall of T-Wall Enterprises and Max Dermond of Dermond Property Investments. T-Wall will start construction in the next few weeks on CityDeck Landing, a \$12 million, 76 unit complex and Dermond Property Investments will break ground on Metreau, a 107 unit, \$18 million project. These projects have been approved by the Redevelopment Authority and City Council. Other downtown residential development on the way includes the Whitney Park Townhomes and the renovation of the historic Platten Place Apartments. Both projects will bring more residents downtown this year.

Additional amenities developing downtown include Prevea Urgent Care Clinic, opening this summer, as well as a new office for local nonprofits, donated by Associated Bank. We also dedicated the Packers Heritage Trail monument, a great community attraction and addition to the downtown. We love working on these projects, but one project most engaging to city staff was the acquisition and transfer of title for the School for Academically Gifted Learners. In this city, we provide the best of the best and this school will aid in educating the future leaders of our community. This means more of our children will be receiving the challenge they need in order to succeed. The downtown location will be an amenity for their parents who live and work down here; and, just think of the kid's experience going to school in the heart of our community beginning this September. I'm proud to announce a donation of \$100,000 from the Bellin Health Foundation to assist with components of the renovation. I want to Thank George Kerwin and the Bellin Health Foundation for their generosity. I also want to thank the School District and the fundraising group, especially principal Tammy VanDyke. It's a pleasure working with you, Tammy.

Every good project needs a good plan; and thanks to City Planner, Nic Sparacio and the Lakota Group, we successfully developed a new master plan to guide future growth in the downtown. This plan, dubbed AuthentiCity, was recently approved by City Council. The strategic plan for the next 5 to 10 years includes top development priorities such as the Warehouse District and the Monroe Avenue corridor. Long term highlights include a new look for the west shore of the Fox River to better complement the CityDeck and creation of a prime development site along North Washington Street. The plan envisions more pedestrian friendly bridges and a way finding system to help unify the downtown. The overall aim of the plan is to continue the positive momentum and guide future change toward a world-class downtown that is a truly authentic place. The implementation of this plan will assure us the ability to retain and attract the talent we need and the community we deserve.

You've heard this before, but I will say it again; the downtown is the heart of our city and good things pulse from the heart. Our major streets act as our arteries; and our focus is to strengthen these arteries: Velp, Monroe, University, Ashland, Military, and Webster Avenues, and Mason Street.

Starting with University Avenue, the City of Green Bay is in the process of a redevelopment plan from the East River to the VA Clinic and University of Wisconsin-Green Bay campus. The goal of this process is to create a plan to reuse existing vacant or underutilized infrastructure.

The City of Green Bay received a \$600,000 grant from the US Environmental Protection Agency to assist in the University Avenue plan. This grant is for brown field redevelopment within the University Avenue corridor. The plan now moves into the visioning stage where public input and market studies will guide the future redevelopment.

Another important corridor, Monroe Avenue, will be under full reconstruction this summer. The City of Green Bay and Wisconsin Department of Transportation will be reconstructing Monroe from Cass to Main Street. Additional enhancements will include bicycle accommodations, colored concrete medians and terraces, upgraded lighting and more. The street and pedestrian scale lighting will give this street a unique radiance. The city made an investment by removing the blighted rental properties at Chicago and Monroe as well as the strip club at Monroe and Main.

Military Avenue is in the implementation stage. This corridor design plan calls for restaurants, big box, office space, and specialty service retail. The Burlington Coat Factory and ALDI expansion are just the beginning of the big plans for Military Avenue. Just yesterday, I helped cut the ribbon on the new Fox Communities Credit Union; and we look forward to the completion of the new Michael's store, and \$9 million Broadway Automotive expansion.

Another big step was a Business Improvement District for Military Avenue. In 2013 alone, Green Bay BIDs produced a net gain of 18 new businesses, almost 500 new jobs, and over \$30 million in private investment. After years of research and outreach, Military Avenue property owners successfully petitioned to create Green Bay's fourth Business Improvement District last fall. Already, we have seen what the Military Avenue businesses can do. I'd like to congratulate Dan Perron on becoming Executive Director to the Military Avenue Business Association. I look forward to seeing the continued progress of this district. (Dan –shout out)

A home to many of our small businesses is Mason Street. Mason Street is the major corridor of our community connecting the east and west sides from Highway 41 to Highway 43. We're fortunate to have an anchor like NWTC on the West side. We applaud the efforts of Doctor Rafn and his continued growth and success of this technical college.

I'm having our planners develop a long term plan that ensures a major development on the East side. We need to secure a major East side anchor, a catalyst that could include education, major

specialized retail, or health care. Be assured we are in dialogue with all three and continue to analyze potential projects for that area.

In contrast to the commercial development on Mason Street, Webster and Ashland Avenues serve as two residential corridors and are next on the list for reconstruction. In 2016 and 2018, these key corridors will undergo visioning, reconstruction, and design planning. These corridors will continue acting as major entry points into the City.

Another major corridor of focus is Velp Avenue and what an opportunity this corridor provides. Access to Highway 43, the Leo Frigo Bridge, (which is working just fine) and major improvements this year, totaling \$8 million, lends this corridor to an exciting future. This year, we finalize an implementation plan which capitalizes on the north side opportunities of Velp Avenue. We need to go from used car lots and abandoned buildings to commercial development and neighborhood uses.

I'm excited by all of the redevelopment projects and plans and I am equally as excited about our new Director of Community Development who will oversee many of these corridor and neighborhood plans. After the retirement of Rob Strong, who was here for 33 years, we conducted a national search and found the right planning director for our city. She comes from the Chicago Area and is well educated with a lot of experience. While she doesn't start for another month, she's here with us tonight. I'd like to introduce the new Director for the City of Green Bay Community Planning Agency, Kim Flom. Kim, please stand to be recognized. We look forward to seeing the exciting projects Kim will advance in Green Bay.

Corridors physically connect our community; but nothing brings our community together like neighborhood associations. Since the beginning of my administration, I've advocated for neighborhood associations to bring a voice to the neighborhoods, to encourage real community involvement, and for neighbors to advocate for one another. Today, 39 neighborhood associations cover nearly 75% of Green Bay residents, doing everything from newsletters to beautification projects.

Unifying these neighborhood associations is the Green Bay Neighborhood Leadership Council. The GBNLC connects all of the neighborhood associations to each other and City Staff. The funds for the GBNLC are all privately raised. I've helped raise over a million dollars of private investment for this initiative, that being said, the GBNLC is kicking off its capital campaign. This year's goal of \$500,000 will support neighborhood efforts over the next 3+ years. Leading the capital campaign are two of the most dynamic people in this community, Carol Jones and Tom Hinz.

All in all, I cannot say enough about the Neighborhood Associations and how much they make Green Bay what it is today. Everywhere you go, whether you know it or not, a positive impact has been made by your neighborhood association. I'd like to especially recognize the Starlite

Neighborhood Association as this year's Neighborhood of the Year for all of the great things they accomplish. Debbie Tilot, can you and your board please stand to be recognized?

We are a special city with special neighborhoods. I'm pledging by the end of next year, every resident in Green Bay will be represented by a recognized neighborhood association where they can engage with neighbors, prevent crime, and beautify the city. We need to keep up our support for these associations because of the things they do to make this city great. We will truly be a city of neighborhoods.

Even with all the good, there are still some challenges. In 2013, I created the Residential Property Investigator position to give a voice to residents who have nowhere to turn when it comes to bad landlords. This position enforces the Residential Rental Practices ordinance adopted by Council last year. This ordinance protects residents from unfair, discriminating, or inappropriate treatment by landlords. We are seeing results with a recent \$16,000 fine issued to a landlord for not following the rules. I want to thank Bob Zaspell for protecting our residents from this criminal act.

Bob takes care of the enforcement side, but we need an attorney on the legal side, which is why I recommended a Community Prosecutor position in our City Law Department. This position is tasked with increasing quality of life within our community and holding those who threaten it accountable. In collaboration with the Community Police initiative, Neighborhood Engagement Teams, and community groups, this person will actively work to make safer neighborhoods. Instead of reacting to issues, this new partnership will shift us towards a new proactive crime prevention model, addressing the issues before they occur.

Our Community Prosecutor will become part of the community, learn its strengths and weaknesses, and use that knowledge to solve the unique challenges facing each of our neighborhoods. We've done a search and found the right person for the job. He is in his final year of law school at Marquette University and he took a break from studying to join us here tonight. I'd like to acknowledge our new Community Prosecutor, Patrick Leigl. Patrick, can you please stand up and be recognized? Patrick will be a great asset to our community. I look forward to working with you to create a safer, stronger city.

As you can tell, the new Community Prosecutor Position is all about developing community relationships and we have a history of doing this. Most recently, I developed a sister city relationship with Irapuato, Mexico where we share information to enhance arts and culture, economic development, and education. We are looking to bring this same relationship to Bishan China. Through my work with the US conference of Mayors, the Chamber of Commerce, and Wisconsin Economic Development Corporation, we know there is great opportunity in China for a city like Green Bay. This opportunity could include student exchanges, cultural connections, and private investments under the EB-5 program. Whether we are doing business across the street or across the globe, these sustainable relationships are crucial. I plan to work with Sister

Cities International and the Chamber of Commerce to capitalize on these opportunities. If we connect globally, we'll thrive locally.

You know what else makes a strong city - A community that spends time outdoors.

In addition to our strong focus on corridor development and strong neighborhoods, we continue to love our access to strong parks and recreation environment.

No one does parks and recreation better than the City of Green Bay. We have 63 neighborhood parks and 33 Parkee Programs that allow us to focus on green space and children. Did you know the City of Green Bay has 25.6 acres of park land per 1000 people? This is far above the national standards. We know this helps make a city strong.

Bay Beach remains the cornerstone of our parks program. Dating back to the early 1890s, Bay Beach continues to contribute to Green Bay's grand history. On June 23rd, 2013 we reached a major milestone at Bay Beach. The Zippin Pippin hosted its millionth rider, an amazing achievement considering it occurred only halfway through the 3rd year of operation. The Zippin Pippin is a regional attraction and even made some people's bucket list. Last year I rode the coaster with Florence Shekoski, a 96 year old resident.

If the roller coaster isn't for you, that's ok. This year, we christened a new ride – the Sea Dragon. Only open for 12 days, 17,190 people have already conquered the ride.

In 2014, watch for continued implementation of the Bay Beach master plan as well as construction of an additional corporate shelter, a parking lot on the west end, and the relocation of the iconic train tracks to travel through more of the park.

These exciting new additions are made possible with the help of the Friends of Bay Beach who dedicated themselves to raising over \$5 million of private funds to implement the master plan.

We need to truly appreciate Bay Beach, and I say that with an emphasis on the word beach. My goal is to bring an active, swimmable beach to this historic park. I am working with my staff, the Department of Natural Resources and the Environmental Protection Agency to bring swimming back to Bay Beach. Preliminary analysis to determine water quality looks positive, but we know there is still much to do.

Just across the street from Bay Beach is the 600 acre wildlife sanctuary, another gem in our community. Staff worked closely with the Oneida tribe to obtain five wolf pups. The pups, named in a city-wide contest, bring back an important exhibit to the sanctuary. Thanks to the Friends of the Wildlife Sanctuary, we also replaced the main bridge connecting the observation building to the other areas of the sanctuary.

The Wildlife Sanctuary is all about education. This year, we kicked off a nature based 4-k program in partnership with UW-Green Bay and the Green Bay Area Public School District. In

this hands-on program, students prepare for kindergarten by exploring and learning about nature through hiking, tracking animals, and identifying birds, plants, and insects. Enrollment numbers exceeded capacity in the first year. Not many cities can offer a 600 acre urban wildlife refuge featuring live animal exhibits, educational displays, miles of hiking and skiing trails, various wildlife viewing opportunities, and a 4-k program. The Wildlife Sanctuary is just one more feature that makes Green Bay so special. I want to thank Mike Reed and his staff for doing such a great job, Mike will you please stand up and be recognized?

A community with 63 parks is a community that cares about health and wellness. We need to be healthy both inside and outside. Many of you may be familiar with LEED certifications for buildings. These measurements track the environmental impact of a building's design. We are fortunate to have local buildings like the VA Clinic and Schreiber Foods achieving the LEED Standard Certification. However, have you heard of WELL Certified building? This new standard focuses on how a building impacts human health through seven categories: air, water, nourishment, light, fitness, comfort and mind. The categories are tied to 12 facets of health such as cardio vascular, respiratory, sleep and cognitive, among others. The point of WELL Certified buildings is to turn your indoor space into an environment passively working to improve your health, 24-7. There is not a WELL Certified Building in the State of Wisconsin.

Last month I was asked to speak in Southern California on healthy communities, where I touted our LIVE 54218, local trails, community gardens, and places like Baird Creek. I also toured a WELL Certified Building in Los Angeles and I was amazed at the environment and productivity of the workers. The employees in this building were educated, creative, and enthusiastic about their work environment, similar to the urban atmosphere created by the Karma Group. Tonight, I am setting a goal of having the first Wisconsin WELL Certified Standard building in Green Bay within the next three years.

Speaking of great employees, every year on this day I have the pleasure of announcing our employee of the year. This year I want to recognize Mike Nieft of the Green Bay Area Metro Fire Department. Mike...

Our 961 employees of the city of Green Bay, not only talk the talk; we walk the walk as we strive to be a healthier community. Nearly five years ago, we initiated the Health Risk Assessment system and I'm happy to report our scores are almost 5 points better than the national average in nearly every category. I want to take a moment and thank all of our employees for stepping up and taking their individual health seriously. Please give our employees a round of applause.

Being physically fit is important, so is being mentally fit. That's why I support the work of Achieve Brown County, a concept of creating an educational continuum that covers everyone from cradle to career. This effort starts with United Way's Community Partnership for Children and making sure every child has an at home environment conducive to learning and

development. Education is more than what our school districts can do from K to 12; it is now about what our community can do to make every person prepared for successful careers. I want to thank Laurie Radtke from the Chamber and Gregg Mass from United Way for their leadership on this effort.

I also want to thank Dr. Langenfeld for her tireless work on education and reiterate my support for the Green Bay Area Public School District referendum. Approving this referendum will make our schools usable year round. The best buildings make for the best schools and the best schools make for the best students. I think our schools need to have the same environment that our businesses have. No one works in an office where it's 90 degrees in the summer and 20 degrees in the winter. Our schools should have these same standards. I encourage facility use throughout the year with an extended calendar year or flexible calendar approach. I am also eager to see the results of Common Core Standards as they begin to align public education with college and career expectations. I support the Common Core Standards because it measures real learning and problem solving, especially in the areas of math and literacy.

To further educate our community and assist in government engagement, last week, we launched Green Bay Public Television. Like other communities, we will now have our own local programming. Not only will we show the city, village, and school board meetings for the upper Fox Valley, but we are also looking to add programs on health, education, veteran's resources, and programs to generally showcase the best of what Green Bay has to offer. We invite community members to become part of Green Bay Public Television by working with our IT department to get your organization's mission elevated.

You may have noticed all the Little Libraries popping up around our community. Last year, the city secured a \$25,000 grant to support a Little Libraries program. Eighteen Little Libraries were installed this past October, and twelve to fourteen more will be installed this spring.

A Read to Feed program is being developed to activate the Little Libraries and encourage Parkee Program participants to read. For every book read during June, July and August, the City of Green Bay will donate one canned good to Paul's Pantry.

I believe literacy is the key to success; and fortunately, I have a special group of people running our city departments who agree. My senior staff team works extremely hard to make sure this city is running properly. Then, in their free time, every member of senior staff reads to classes in our local school system and helps promote literacy as part of our community engagement.

As you can tell, education is extremely important to me and the numbers show why. Graduates, with a two-year degree, earn almost one-third more per year on average. If graduates go on to receive a four-year degree, their lifetime earnings will be about \$1 million higher than if they finish high school, a point that we should shine a light on.

In my mind, the best economic stimulus is a diploma. Employers may consider offering flexible schedules to allow employees to go back and finish those last few credits or take the next step and obtain a higher level of education. I'm recommending city employees be allowed to flex work schedules for up to 4 hours per week to be made up on evenings or weekends to encourage continuing education.

Education is one part of the package when it comes to developing creative minds. We must also provide the sense of place most often sought by the millennial generation. The City of Green Bay is becoming the kind of unique, urban culture where creative thinkers and learners can come to find their next great idea and start their next big business. This kind of environment can only be found in a city atmosphere. Young, educated, professionals want to live in cities, so I will continue making our city more attractive to this demographic.

A great example of place making downtown is the CityDeck, which hosted over 50 events this past year. However, the CityDeck is just one place to find events around the city. Over 2,000 people came out to enjoy ribs and pulled pork at our 2nd Annual Bay Beach BBQ Bash. The Golden Memories Ball and Rock the Night away dances, sold out at over 350 people each. The citywide track and field, sports tournament, games day, Wildlife Sanctuary day, and citywide talent show combined to attract 5,000 more people than in 2012. Then, of course, June 25th, the second best day after Christmas, rang in the 11th successful Kid's Day with over 24,000 participants. These events are unique to cities and are the kinds of features that make the City of Green Bay so special.

It will be hard to compete with all that fun had in 2013, but I think we'll manage. We can look forward to the completion of the final two fields at the Arnie Wolf Sports Complex and the hundreds of fun events throughout the year. New this year will be Open Streets, Kansas City BBQ Contest held by the Golden House, then on August 8th and 9th, the Fox River becomes home to the Peacemaker Tall Ship for a weekend of fun and exploration. This awesome and unique ship showcases its historic look and also educates our community on peaceful action as we encourage different cultures and different events.

We'll still have the regular line up events too: Nicolet Bank's Dine on the Deck, Gallery Night, the Farmers Markets, Cellcom Marathon, Bellin Run, ArtStreet, Savour Green Bay and Taste on Broadway. All of which continue to be successful events the whole family can enjoy. I hope you can join me when we cut the ribbon on Schreiber Foods and the KI Convention Center, dedicate Northland Avenue and the School for Academically Gifted Learners, break ground on CityDeck Landing and Metreau, and announce all of the exciting developments sure to come in the next year.

I'll also be sure to update you when I get confirmation from the Pope.

No matter what neighborhood we live in, no matter where we work, regardless of our political viewpoints, or personal circumstances, we can all root for two things: the Green Bay Packers and the City of Green Bay.

We will continue to promote a vibrant and healthy community by retaining and attracting talent. We will continue to improve our quality of life through improvement of services, roads, lighting, and business corridors. We will continue to make the city shine through our dedication to education, economic development, quality neighborhoods and literally with a new initiative to light bridges daily. The City of Green Bay is second to none and we're going to give it the spotlight it deserves. Together, let's build a brighter Green Bay.

Please join me at Fox Heights Pub and Grill for a reception where we can continue to celebrate all that is special about Green Bay.

Let's have some fun as we enjoy the Green Bay experience. Thank you for coming. God bless you and God bless the City of Green Bay.